

7 a triggering agent to discern the user information obtained by the collecting agent and
8 determine the user information; and
9 a program running on the content provider, the program organizes the user
10 information and updates a user specific database.

1 3. (Twice Amended) The advertising system of claim 1 further comprising a
2 baseline user profile including the hardware profile which is updated by the program running
3 on the [contact] content provider.

1 7 (Twice Amended) A method of communicating advertising information
2 comprising the operations of:
3 creating a user profile;
4 transmitting an ad banner from a content provider to a target computer;
5 collecting user information at the target computer including data for a hardware
6 profile;
7 determining whether the user information is significant;
8 transmitting the user information from the target computer to the content provider;
9 filtering the user information to create relevant data;
10 arranging the relevant data to create a modified user specific database; and
11 generating a second user ad banner corresponding to the modified user specific
12 database.

1 14. (Twice Amended) A content provider for providing advertising content over a
2 network comprising:
3 a plurality of user profiles, each user profile in the plurality of user profiles including
4 user data corresponding to a target computer account;
5 a collecting agent to collect the user data;

6 a triggering agent to discern the user data collected by the collecting agent and
7 determine whether the collected user data is significant;
8 a munging agent which updates each user profiles based on the user data [transmitted
9 from an] collected by the collecting agent;
10 a rule set associated with each user profile including rules generated from the user
11 data; and
12 a rulebook including condition-action pairs which selects data to be transmitted from
13 an advertising content database using the rule set.

1 15. (Twice Amended) A target computer to receive advertising content [An
2 advertising system] comprising:
3 [a content provider which generates a means for advertising;
4 a target computer which receives the means for advertising;]
5 a collecting agent to obtain [means for obtaining] user information including
6 hardware data for a hardware profile and software data for a software profile[, and
7 transmitting the user information to the content provider, the means for obtaining user
8 information transmitted from the content provider to the target computer]; and
9 a triggering agent to discern the user information obtained by the collecting agent and
10 determine the user information [a means for organizing the user information and upgrading a
11 user specific database].